

Australia/New Zealand Travelers to
CALIFORNIA

Prepared for
California Tourism

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EXECUTIVE SUMMARY

AUSTRALIA/NEW ZEALAND TRAVELERS TO CALIFORNIA

Total Market. Of 722,000 Australia/New Zealand visitors to the U.S., 55.7%, or 402,000 visited California in 2005. This represented a 20% increase from 2004, and a drop of 7% from the peak year of 2000. Australia/New Zealand arrival volumes at California ports-of-entry are showing an increase in 2006 continuing a trend of increases over the last three years.

	Visitors to CA from Australia /New Zealand (est.)	Australia /New Zealand to CA as % of total US
1997	382,000	57.7%
1998	367,000	59.4%
1999	375,000	58.3%
2000	432,000	60.7%
2001	310,000	54.4%
2002	256,000	49.5%
2003	260,000	50.7%
2004	335,000	51.7%
2005	402,000	55.7%

Main Destination. Almost half of all Australia/New Zealand visitors to California (48%) reported California was the main destination of their U.S. trip. Leisure visitors from Australia/New Zealand reported a similar percentage (47%).

Purpose of Trip. Among all Australia/New Zealand visitors to California in 2005, 71% reported vacation/holiday was one of their major reasons for traveling. Other reasons for traveling included visiting friends/relatives (51%), business (21%), and attending a convention (14%).

Visitors often report multiple purposes of trip. Most leisure visitors from Australia/New Zealand (82%) reported visiting California in 2005 on vacation/holiday. The proportion of leisure visitors who were visiting friends and relatives in 2005 was 58%.

Port of Entry. A combined total of 78% of Australia/New Zealand visitors to California entered the U.S. through west coast ports. Almost two-thirds (64%) entered through Los Angeles, followed by San Francisco (14%). The third highest port was Honolulu which processed 12% of Australia/New Zealand visitors to California.

Top Metropolitan Areas Visited in California. Australia/New Zealand visitors to California in 2005 tended to center their trip itineraries on the major cities of Los Angeles (67%), San Francisco (33%) and Anaheim (22%).

Leisure/Recreation Activities. The top leisure and recreation activities reported by visitors from Australia/New Zealand, whether traveling for business or leisure, were shopping, dining and sightseeing. Australia/New Zealand travelers are more likely to frequent historical sites, art galleries and museums, visit amusement or theme parks, attend sporting events, and go on cruises than other overseas visitor groups.

Advance Trip Decision. In total, Australia/New Zealand travelers to California reported making their trip decision 130 days in advance of their trip. This is a much longer average trip decision time than the 90 days reported by all overseas visitors to California. Australia/New Zealand leisure travelers made their trip decision 151 days in advance of their trip.

Means of Booking Air Trip. Over three-fourths of Australia/New Zealand travelers to California (76%) booked their air trip via a travel agent, down from 78% in 2004. This was higher than the other major overseas markets to California (57%).

Means of Booking Lodging. About 37% of all Australia/New Zealand visitors and 41% of Australia/New Zealand leisure travelers pre-booked their lodging via a travel agent. In 2005 15% of Australia/New Zealand travelers reported booking lodging through a hotel/motel directly, compared to 12% in 2004 as well as in 2003. About 15% of Australia/New Zealand leisure travelers booked their accommodations through the hotel/motel directly.

Trip Information Sources. Among Australia/New Zealand visitors to California, the most frequently mentioned sources of information included: a travel agency (71%), followed by personal computer (31%), friends/relatives (21%), direct information from airlines (17%), and travel guides (10%).

Length of Stay. Australia/New Zealand visitors stayed an average of 22.9 nights in the U.S. and 8.9 nights in California. In comparison the length of stay for all overseas visitors to California was 10.6 nights in the state.

Sex and Age. Men comprised 52% of Australia/New Zealand travelers to California with a median age of 44 years. This is similar to the median age reported by all overseas male visitors to California (42 years). Women represented 48% of all Australia/New Zealand travelers to California in 2005, with a median age of 41 years compared to 40 years reported by all overseas female visitors. Looking at leisure travel only, Australia/New Zealand shows a higher percentage of women travelers than other visitor markets. About 44% of Australia/New Zealand leisure travelers to California are men and 56% are women.

Travel Party Size. While most (88%) of Australia/New Zealand travel groups consist of adults only, 12% of Australia/New Zealand travel groups to California include children. The proportion of Australia/New Zealand travel groups that include children is higher than the other major overseas markets to California studied in 2005. The mean travel party size for all Australia/New Zealand visitors to the state was 1.7 people and the party size for leisure visitors was 1.9 people.

Annual Household Income. Visitors from Australia/New Zealand reported above average median household incomes (\$80,200) relative to all overseas visitors to California (\$78,800). The median household income of Australia/New Zealand leisure visitors to California was (\$75,000).

Accommodations. More than three-fourths of Australia/New Zealand visitors (77%) to California chose a hotel or motel as their primary type of accommodation during their stay in 2005. This proportion is slightly lower than the 79% reported by all overseas visitors to California. Australia/New Zealand leisure visitors reported the same likelihood to stay in a hotel/motel (77%). A typical 30% of all Australia/New Zealand visitors and 31% of Australia/New Zealand leisure visitors stayed in a private home in 2005.

Use of Prepaid Package. In 2005, 15% of Australia/New Zealand visitors and 17% of Australia/New Zealand leisure visitors used prepaid packages.

Expenditures. Visitors to California from Australia/New Zealand spent an estimated 383 million dollars in California in 2005. Australia/New Zealand visitors were spending an average of \$107 per day during their visit. Leisure visitors from Australia/New Zealand spent an average of \$105 per day. Each visitor to California from the Australia/New Zealand spent an average of \$952 in the state, and each leisure visitor spent an average of \$914 in California.

Average International Airfare. Average international airfare to the U.S. was \$2,340 for Australia/New Zealand visitors and \$1,954 for leisure visitors.